

DEEPAK KUMAR SHARMA

SENIOR MANAGEMENT PROFESSIONAL



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Key Skills

Sales & Marketing

New Business Development

Key Account Management

Business Strategy & Execution

Strategic Alliances & Partnerships

Techno-commercial Operations

Distribution & Channel Management

ROI Accountability

Team Building & Leadership

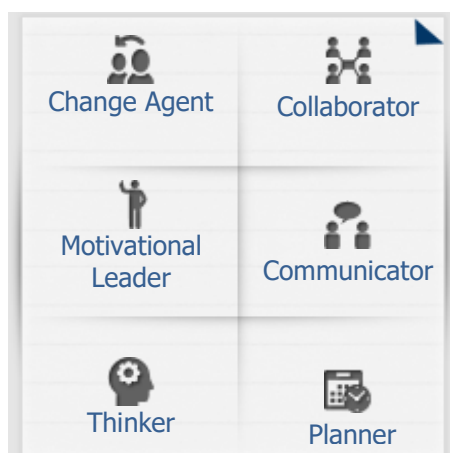
Sales & Marketing / Business Development / Key Account Management

Driven to Succeed & Excel ~ Innovative in Thought & Solutions ~ Expert in Solving Problems ~ Committed to Value

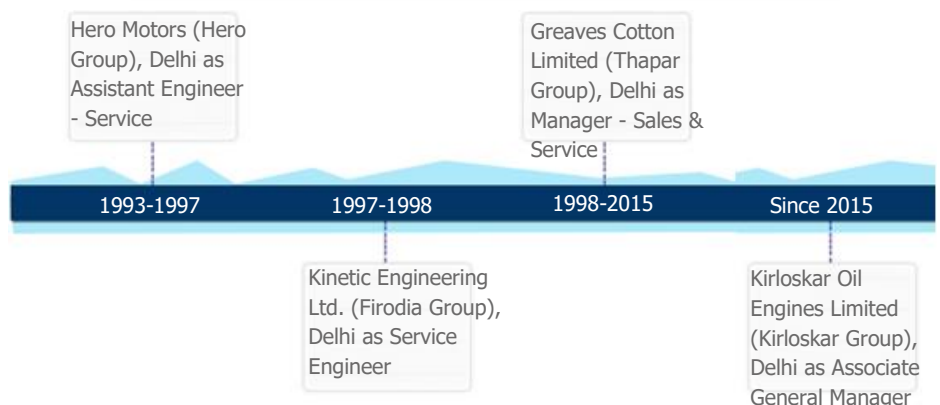
Profile Summary

- A result-oriented professional with **over 27 years** of dynamic experience with impressive success in driving all phases of sales operations, building new markets, managing after-sales service operations and producing sustained revenue growth in Engineering, Consumer Durables, Automobiles, Agricultural Equipment domains
- Skilled in repeatedly meeting & exceeding assigned sales targets and fueling market-place presence across highly competitive markets
- Highly successful in driving large scale gains in business volumes through on-ground business strategies and consistent acquisition, deepening & retention of customer base
- Rich experience in spearheading operations with focus on top-line & bottom-line performance and achieving branch revenue, profit & business growth objectives
- Excellent track record in performing challenging strategic & leadership roles, building strategic service plans and managing the entire gamut of customer service related issues
- Gained exposure in railway and defence procurement procedures and process of market segmentation & target customer group for new products
- Enterprising and dynamic with a strong will to win; possess strong planning, analytical & problem solving skills

Soft Skills



Career Timeline



Education

- 1998** **BBA** from Lucknow University, Lucknow
- 1993** **Post Diploma in Computer Software** from Computer Software & Training Center, Jhansi
- 1992** **Diploma in Mechanical Engineering** from Government Polytechnic College, Kota Affiliated to Board of Technical Education Rajasthan, Jodhpur

Work Experience

Since May'15

Kirloskar Oil Engines Limited (Kirloskar Group), Delhi as Associate General Manager

Key Result Areas

- Administering the entire IPS business unit operations including accomplishment of financial & non-financial targets in the states of Northern Region
- Managing various products such as Engines, Generating Sets, Power Source and Energy Systems for Defence Radar, Missiles, Communication Systems and Railways as well as Stationary Power Plants
- Interfacing with:
 - Ministry of Railway, Defence, & its Directorates, DRDO, DPSU's, ISRO, large Govt. Projects / Trunk Solution, Paramilitary Forces, EIL and Stationary Power Plant sector to generate business in line with the annual operating plan
 - Product engineering and manufacturing team for timely delivery
 - Developing techno-commercial offers and attending meeting with the customers for techno-commercial discussions to generate the business
- Rendering assistance to the Product Development Team as per market & customer requirement for product
- Evaluating and recruiting manpower according to the product profile and market potential
- Additional Responsibility for Local Administration position of Delhi Location and leading a team of 25 members including sales, service & commercial officers

Significant Accomplishments:

- Successfully represented KOEL at Defence Expo 2015, 2017 and subsequently got breakthroughs in Railways also.
- Augmented revenue by 30% and market share by 70% through the implementation of product mix
- Developed strategic and operational sales plans which resulted in 20% increase in overall sales and gross margin
- Amplified customer base by 20% through maintaining effective relationships

Feb'98 – Apr'15

Greaves Cotton Limited (Thapar Group), Delhi as Manager - Sales & Service

Key Result Areas

- Managed a team of 10 members for supervising entire unit operations including accomplishment of Financial & Non-Financial targets in the States of Northern Region along with sales, service & commercial officers
- Coordinated with Ministry of Agriculture & its Directorates, DGS&D, large Govt. Projects in Railways, Telecom, Defence and Paramilitary Force to develop business
- Formulated result-oriented marketing / promotional strategies to enhance brand image and en-cash into profitable ROI

- ▶ Spearheaded service operations with focus on policy implementation & procedures, developing / maintaining systems, repair & maintenance of various equipment
- ▶ Generated revenue through spares parts sales and ensured customer satisfaction by maintain excellent Turn Around Time (TAT) and built strong brand image among the customers
- ▶ Conducted training for Freelance Mechanics to enhance quality service and institutional customers / key customers to improve brand loyalty

Significant Accomplishments:

- ▶ Played a key role in achieving growth of:
 - 120% for the company within a short span of time and got predesignated as Sales-cum-Service in 2002
 - Rs. 2.25 Crores from agriculture in UP and Rs. 1 Crore from ACC, Lucknow
- ▶ Successfully concluded order for Rs. 3.50 Crores from ITBP and Rs. 6 Crores from Vehicle Factory, Jabalpur
- ▶ Established major institutions and corporate clients to gain volumes of business, subsequently got breakthroughs in SSB, ITBP, SIB, Railways, Army, Police, TATA, Agriculture & Horticulture, DIET, PHED and so on
- ▶ Managed major products such as Petrol, Diesel engines / pumpsets, Gensets, Electric pumps, Submersible pumps, Brush cutter, Chain saw, Sprayer, Reaper, Tiller, Weeder, Rotavator, Rice transplanter, Tractor, Mini combine and so on



Previous Experience

Jan'97 - Feb'98: Kinetic Engineering Ltd. (Firodia Group), Delhi as Service Engineer

Oct'93 - Jan'97: Hero Motors (Hero Group), Delhi as Assistant Engineer - Service



Trainings Attended

- ▶ 17th Defence Acquisition and Management course, CII in 2015
- ▶ Team building, Planning & Channel Sales & Effective Sales Management, Time Management & Stress Management, Presentation & Communication Skill, Leadership Effectiveness & Potential Development, Finance for Business Managers, Negotiation Skill, Effective Sales Management and Presentation Skill, Cash is King, Finance for Non-Finance, Enhancing Indl. Selling & Negotiating Effectively, Personal Effectiveness for Sales Professionals, Organizational Excellence Through Work-Life Balance, Born to Win conducted by GCL
- ▶ MS Office Package from UPTECH, Lucknow in 2001
- ▶ NIS Training (A Division of NIIT Limited) in 1995
- ▶ Project report on Railway Wagon Repair Workshop in Kota in 1992
- ▶ Entrepreneurship Awareness Camp (Sponsored by National Science and Technology Entrepreneurship Development Board New Delhi and Department of Science and Technology Government of Rajasthan Jaipur) in 1992
- ▶ Majestic Auto Ltd., Ludhiana in 1991



Personal Details

Date of Birth: 7th June 1972

Languages Known: English and Hindi

Address: 26, Sadar Apartments, Mayur Vihar Phase-1 (Extn.), Delhi – 110091